

Innovative and Model Programs for Back-to-School Safety

The National Center for Missing & Exploited Children would like to share a few innovative and model programs to help communities increase awareness about the issue of missing and sexually exploited children enabling them to better address these problems in their community.

National Association of Town Watch (NATW) <http://www.nationaltownwatch.org/>-The National Association of Town Watch (NATW) is a non-profit organization dedicated to the development and promotion of organized, law enforcement-affiliated crime and drug prevention programs. Members include: Neighborhood, Crime, Community, Town and Block Watch Groups; law enforcement agencies; state and regional crime prevention associations; and a variety of businesses, civic groups and concerned individuals working to make their communities safer places in which to live and work. NATW's annual "**National Night Out" (NNO) program**, <http://www.nationaltownwatch.org/nno/> is held on the first Tuesday each August. Since 1984, "National Night Out—America's Night Out Against Crime" has grown to involve over 37 million people from more than 15,000 communities.

National Center for Safe Routes to School <http://www.saferoutesinfo.org/> Improving children's safety while walking and bicycling is a central mission of Safe Routes to School. **Working toward a safe route to school can help communities:** build a sense of neighborhood; encourage increased parental involvement at school & beyond; promote driving safely in school zones & the larger community; and gain economic benefits of improved infrastructure, like sidewalks. Registration is now open at www.walkbiketoschool.org for the 16th annual **Walk to School Day**, which celebrates the many benefits of walking and bicycling to school. Walk to School Day 2012 will take place Wednesday, Oct. 3.

Netsmartz Back to School www.netsmartz.org/backtoschool-NetSmartz Workshop is an interactive, educational program of the National Center for Missing & Exploited Children® (NCMEC) that provides age-appropriate resources to help teach children how to be safer on- and offline. The program is designed for children ages 5-17, parents and guardians, educators, and law enforcement. With resources such as videos, games, activity cards, and presentations, NetSmartz entertains while it educates. NetSmartz is set to kick off this school year with an impressive lineup of new releases for every age group. These exciting resources will be available on **September 11, 2012!**

- *The Princess's Password* – In the 2nd ever NetSmartzKids e-book, Nettie learns important rules about passwords when her virtual castle is destroyed.
- "Friend or Fake?" – The latest NSTeens animation follows Keyan as he learns about the dangers of meeting offline with some help from his friends.
- *Stop That Post...Again!* – This follow-up to the wildly popular *Stop That Post* game encourages tweens to stop their family and friends from posting embarrassing information and images online. And this year...it's mobile! *Stop That Post...Again!* will be available online at NSTeens.org, as well as on Apple and Android devices.
- "Two Kinds of Stupid" – Our newest *Real-Life Stories* video for teens illustrates the consequences of posting inappropriate pictures online.

Please provide your feedback by completing this brief survey: <http://www.surveygizmo.com/s3/971080/Back-to-School-Materials-Survey-Model-amp-Innovative-Programs>

Please note that this does not imply the National Center for Missing & Exploited Children's (NCMEC) official endorsement of any of the programs summarized above, with the exception of the NetSmartz Workshop, which is a program of NCMEC.